

## AT A GLANCE

Columbia University's ROARfest is a marquee annual celebration that brings together students, alumni, families, and the broader campus community for a day of experiences, entertainment, and school spirit. For the 2025 event, the university wanted to elevate attendee engagement with an interactive attraction that felt both athletic and community-driven. RG Event Surfaces was brought in to design and install a basketball half-court directly on The Grove.

*"The event was a huge success, and I have a feeling this may be an annual thing now..."*

## CHALLENGES

- The court needed to function like a true basketball surface, offering proper ball response, traction, and durability despite being installed on an open lawn.
- As one of Columbia's most visible and heavily used outdoor areas, no damage could occur to the grass beneath the installation.
- The court needed to visually represent the Columbia Lions brand while serving as a centerpiece attraction for ROARfest.

## SOLUTIONS

RG Event Surfaces delivered a professional, durable basketball court that enhanced ROARfest while aligning seamlessly with Columbia's brand identity and event goals.



### **CUSTOM MODULAR COURT SYSTEM WITH ON-SITE INSTALLATION**

RGES deployed a Portable VersaCourt System with a grass-safe underlayment and created a stable playing surface. The court was assembled on-site in just a few hours, with custom game lines and Columbia's signature blue-and-white color accents to create an instantly recognizable Lions-themed basketball experience.



### **Reliable Performance for All-Day Use**

Throughout the event, the basketball court handled constant foot traffic, free-play sessions, organized competitions, and families taking part in ROARfest activities. The surface maintained consistency and safety even with high usage.

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## PHOTO GALLERY

